

BEYOND GOOGLE

FREE MARKET RESEARCH
AT YOUR LIBRARY

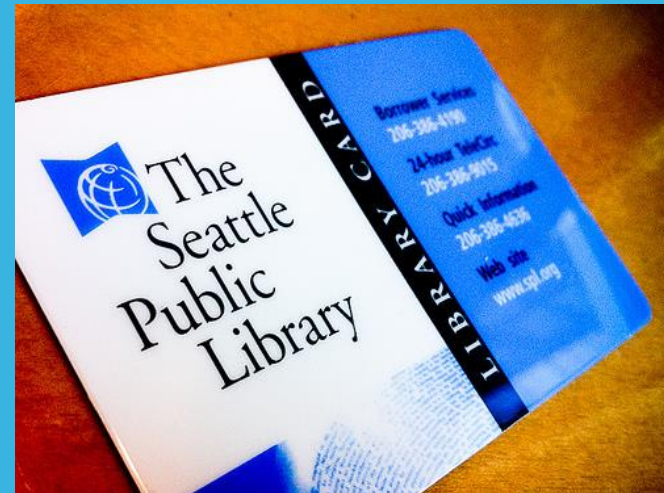


PHOTO BY CC ATTRIBUTION FROM LUZ BRATCHER ON FLICKR

THE LIBRARY CAN HELP

We answer questions

- Phone
- In-person
- Chat
- Email
- Referrals

<https://www.spl.org/ask/>
<http://www.kcls.org/ask/>



THE LIBRARY CAN HELP

We buy tools you can use

- Print
- Electronic subscriptions
- E-books
- Media



<https://www.spl.org/business/>

<http://www.kcls.org/learning/smallbusiness/>

Many electronic tools can be accessed outside the library with a library card

QUALIFY FOR A FREE LIBRARY CARD

- Based on where you live, work, go to school, or own property
- Reciprocal agreements between library systems
- Different libraries have different tools
- Ask library staff for help getting a card

<http://www.spl.org/card/>

<http://www.kcls.org/usingthelibrary/card/>



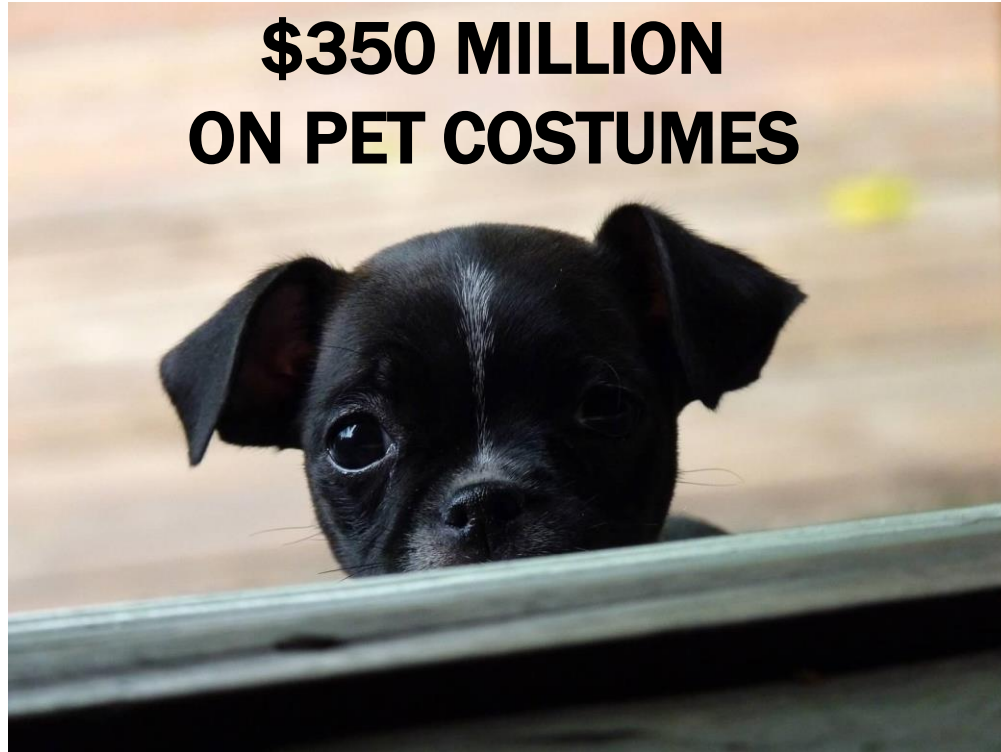
INFORMATION SMALL BUSINESSES NEED

- **Information about other companies**
(models, reliable clients/partners, or competitors)
 - **Market Statistics**
(sales by business type, demographics)
 - **General handbooks and guides**
(startup, management, and marketing guides)
- 



IN OCTOBER 2014 THE NRF ESTIMATED THAT AMERICANS WOULD
SPEND

**\$350 MILLION
ON PET COSTUMES**



Source: [Disney's Frozen Characters, Teenage Mutant Ninja Turtles Top Children's Costume List](#) Kathy Grannis, September 30, 2014



MARKET TREND SETTER

MARKET VS. INDUSTRY



INDUSTRY CLASSIFICATIONS

STANDARD INDUSTRY
CLASSIFICATION

SIC CODES



photo by CC attribution from Josep Ma. Rosell on flickr

NORTH AMERICAN INDUSTRY
CLASSIFICATION

NAICS CODES



photo by CC attribution from Josh Sanders on flickr

<http://www.census.gov/naics/>

Searching by code can be efficient

[NAICS 453910 Pet and Pet Supplies Stores](#)

[SIC 5999 Miscellaneous Retail Stores](#)

PRIMARY AND SECONDARY RESEARCH

Library is primarily involved with secondary research

People do primary research themselves or hire firms

- Surveys
- Interviews
- Focus Groups



To be reliable, it needs to be done correctly

- Carefully constructed and analyzed
- Representative sample
- Qualitative and quantitative data

FIND BUSINESS TOOLS AT THE LIBRARY



The Seattle Public Library www.spl.org Your Account | Print-Friendly July 7, 2015

Home Audiences Using the Library Library Collection Calendar of Events Locations About the Library

Welcome ຍິນດີຕ້ອນຮັບ ທີ່ສາ LIB

SEARCH THE LIBRARY
☒ Catalog ☐ This Site ☐ Articles

Find
Former Catalog

BROWSE
• Articles & Research
• E-books & Downloads
• Books & More

LIBRARY LOCATOR
Select a Branch
Go
[Map of Library Locations](#)

LIBRARY NEWS AND EVENTS [RSS](#)

STAY COOL AT THE LIBRARY
Looking to stay cool this summer? Beat the heat at one of several Library locations with air conditioning.
[More...](#)

MARKET RESEARCH WORKSHOP
Learn about tools at the Library to help you market your business - all available for free with your Library card. 1:30 p.m. Thursday, July 9

LIBRARIES FOR ALL
INVESTING IN EXPERIENCES
[QUICK LINKS](#)
[Summer of Learning](#)
[Museum Pass](#)

AUDIENCES
• [All Ages](#)
• [Children](#)
• [Teens](#)
• [Adults](#)
• [Literacy, ESL and Citizenship](#)
• [Library Equal Access Program \(LEAP\)](#)
• [Español](#)
• [中文](#)
• [Tiếng Việt](#)
• [Русский](#)

<http://www.spl.org/business/>
<https://www.spl.org/library-collection/>
<http://www.kcls.org/learning/smallbusiness/>

REFERENCE USA

INFORMATION ABOUT COMPANIES AND PEOPLE

*reference***USA**[®]

DEMOGRAPHICS NOW

DEMOGRAPHIC INFORMATION ABOUT PEOPLE
& INFORMATION ABOUT COMPANIES

DEMOGRAPHICSNOW

LIBRARY EDITION

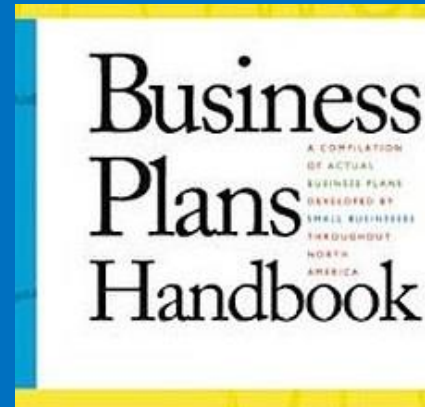
STANDARD RATE AND DATA SERVICE (SRDS)

DIRECTORY OF MEDIA, ADVERTISING AND
PERIODICAL PUBLISHERS

KANTAR MEDIA | SRDS

BUSINESS PLANS HANDBOOK

SAMPLE BUSINESS PLANS



BUSINESS INSIGHTS: GLOBAL

LARGE COMPANIES, INDUSTRIES, ARTICLES

GALE BUSINESS INSIGHTS: GLOBAL

Research. Analyze. Interpret. Understand.

ABI/INFORM TRADE & INDUSTRY

ARTICLES FROM TRADE PUBLICATIONS, MARKET REPORTS

ABI/INFORM Trade & Industry

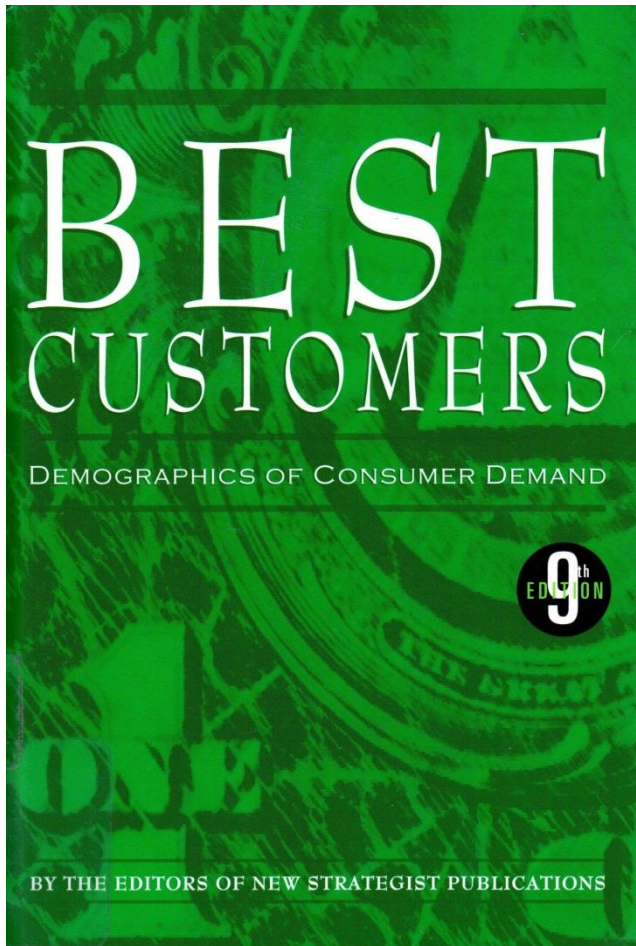
**VALUE LINE
MORNINGSTAR
STANDARD & POOR'S**

PUBLIC COMPANIES AND INDUSTRY REPORTS



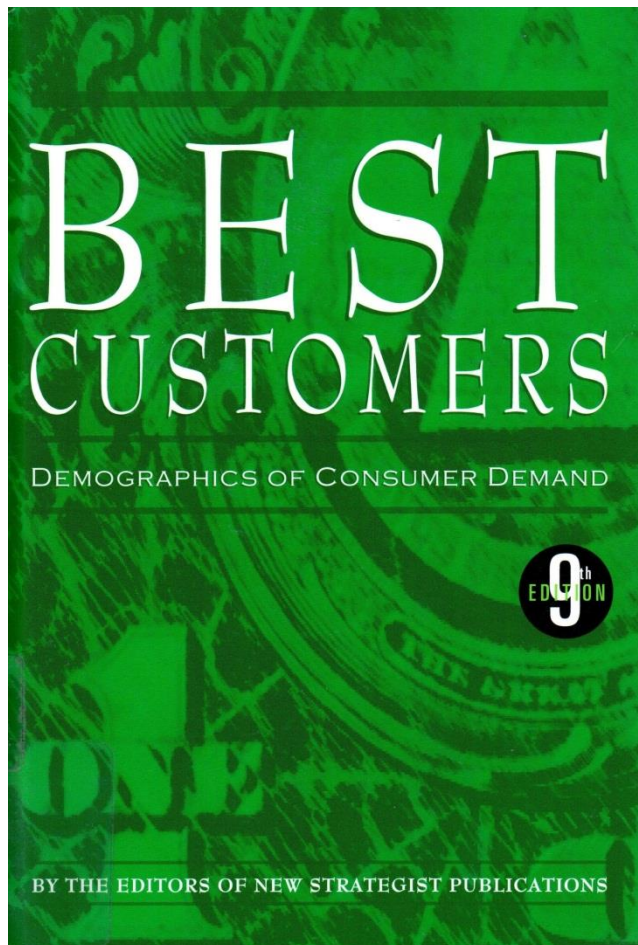
ASSOCIATIONS UNLIMITED
SEARCH FOR TRADE ASSOCIATIONS

Associations *Unlimited*



DEMOGRAPHICS BY PRODUCT OR SERVICE

- Profiles characteristics of best customers
- Typical expenditures
- National statistics



Pet Purchase, Supplies, and Medicines

Best customers: Householders aged 35 to 64
 Married couples without children at home
 Married couples with school-aged or older children at home
 Non-Hispanic whites

Customer trends: Average household spending on pet purchases, supplies, and medicines may stabilize in the years ahead along with the cost of pet medications.

Pets are so popular in the United States that spending on pet purchase, supplies, and medicines does not vary much by demographic characteristic, except by race and Hispanic origin. Householders ranging in age from 35 to 64 spend 14 to 36 percent more than average on pet purchase, supplies, and medicines. Married couples spend 25 percent more, the figure peaking at 40 percent among couples with school-aged children. To understand the market, it is almost more helpful to know who is least likely to spend on pets—single parents, people who live alone, low-income households, the youngest and the oldest householders, and minority householders all spend considerably less than average on pet purchase, supplies, and medicines.

Average household spending on pet purchase, supplies, and medicines more than tripled between 2000 and 2010, after adjusting for inflation, as pharmaceutical companies offered a growing variety of pricey medications. Between 2010 and 2012, however, spending on this category fell 21 percent as consumers reacted to the shock of higher pet costs by searching for substitutes and greater competition reduced the price of medications. Average household spending on pet purchase, supplies, and medicines may stabilize in the years ahead along with the cost of pet medications.

Table 5.19 Pet purchase, supplies, and medicines

Total household spending	\$16,882,007,040.00
Average household spends	135.69

AGE OF HOUSEHOLDER	AVERAGE HOUSEHOLD SPENDING
Average household	135.69
Under age 25	73.78
Aged 25 to 34	124.11
Aged 35 to 44	161.02
Aged 45 to 54	184.48
Aged 55 to 64	154.95
Aged 65 to 74	108.26
Aged 75 or older	50.35

HOUSEHOLD INCOME

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)
Average household	135.69	100
Under \$20,000	60.34	44
\$20,000 to \$39,999	99.82	74
\$40,000 to \$49,999	120.97	89
\$50,000 to \$69,999	133.64	98
\$70,000 to \$79,999	167.33	123
\$80,000 to \$99,999	219.65	162
\$100,000 or more	223.08	164

HOUSEHOLD TYPE

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)
Average household	135.69	100
Married couples	169.31	125
Married couples, no children	161.47	119
Married couples with children	172.05	127
Oldest child under age 6	117.47	87
Oldest child aged 6 to 17	189.29	140
Oldest child aged 18 or older	178.29	131
Single parent with child under age 18	107.18	79
Single person	80.99	60

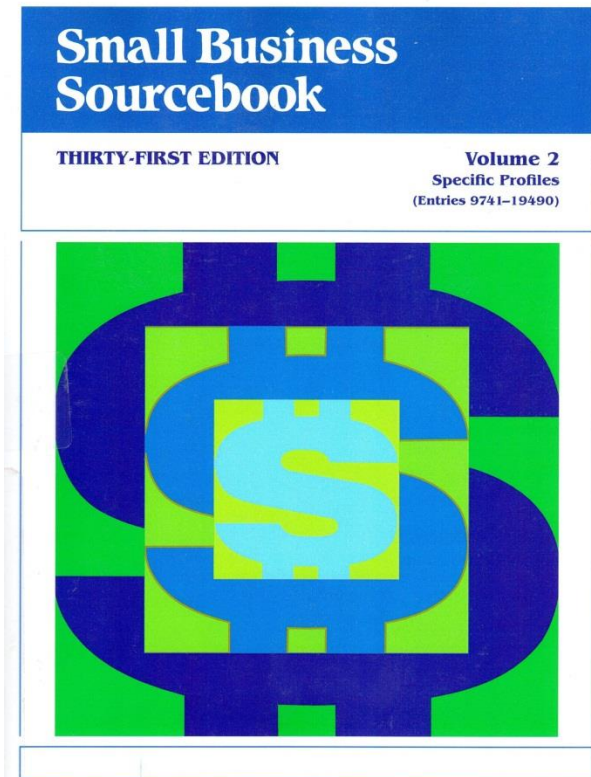
RACE AND HISPANIC ORIGIN

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)
Average household	135.69	100
Asian	51.84	38
Black	46.12	34
Hispanic	82.95	61

SMALL BUSINESS SOURCEBOOK

Locate sources on an industry

- Reference works
- Trade journals
- Industry associations
- Trade shows



LOCAL BUSINESS PUBLICATIONS

Puget Sound Business
Journal



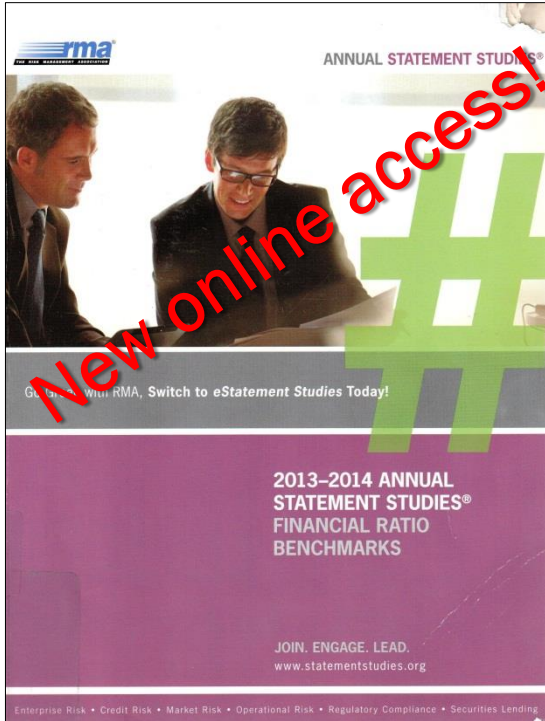
Electronic in-library access

Seattle Daily Journal of
Commerce

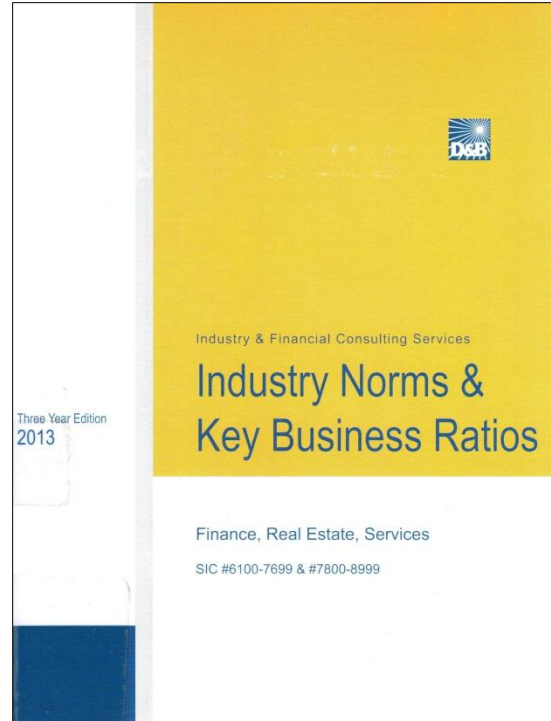


Print only

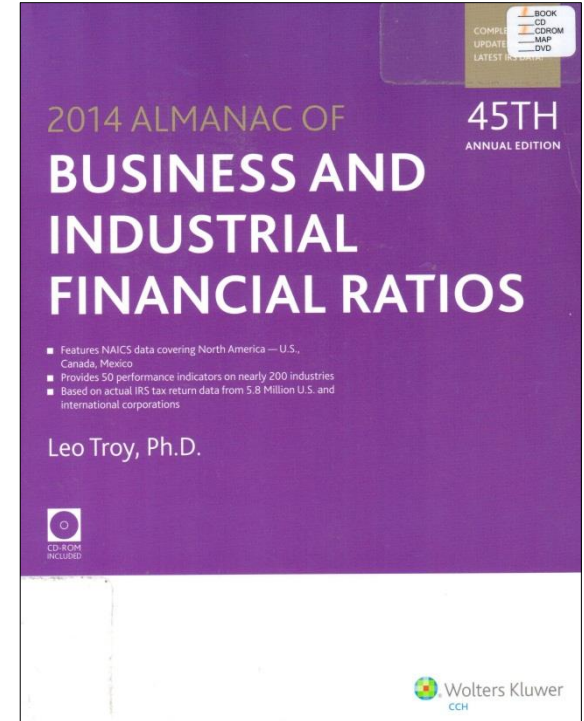
BUSINESS RATIOS



RMA



D&B

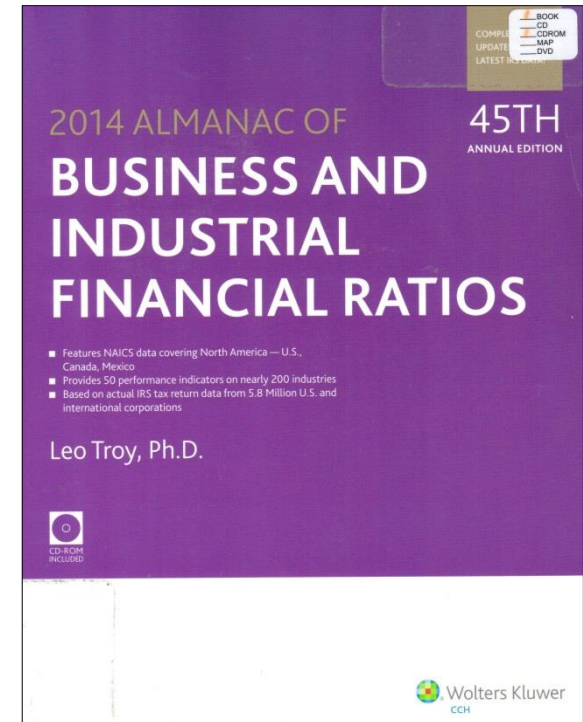


Troy Almanac

In print at the Central Library
New - RMA online access!

BUSINESS RATIOS

		Table II Corporations with Net Income									
		MISCELLANEOUS STORE RETAILERS									
		MONEY AMOUNTS AND SIZE OF ASSETS IN THOUSANDS OF DOLLARS									
Item Description for Accounting Period 7/11 Through 6/12		Total	Zero Assets	Under 500	500 to 1,000	1,000 to 5,000	5,000 to 10,000	10,000 to 25,000	25,000 to 50,000	50,000 to 100,000	Over 100,000
Number of Enterprises	1	35538	3619	28082	1282	2080	288	126	25		
		Revenues (\$ in Thousands)									
Net Sales	2	71963726	436779	15770150	2408427	8826161	2744323	4581003	1515880	7891	
Interest	3	40777	359	614	1015	8586	859	754	524	7	
Rents	4	33396	0	26	1500	2150	2992	11267	1549		
Royalties	5	173024	0	0	0	0	0	298	0	304	
Other Portfolio Income	6	369605	10080	7368	861	6429	650	3656	20048	55	
Other Receipts	7	1510315	55363	65715	30737	160343	12961	93969	38573	88	
Total Receipts	8	74090843	502581	15843873	2442540	9003669	2761785	4690947	1576574	8347	
Average Total Receipts	9	2085	139	564	1905	4329	9590	37230	63063	758	
		Operating Costs/Operating Income (%)									
Cost of Operations	10	60.1	54.1	51.5	64.2	69.4	72.0	74.3	69.2	60	
Salaries and Wages	11	12.1	7.2	11.6	12.2	9.9	6.2	8.5	8.8	11	
Taxes Paid	12	2.2	1.9	2.6	2.0	2.5	0.9	1.2	1.8	2	
Interest Paid	13	1.2	0.5	0.5	0.5	0.6	1.4	0.4	0.3	0	
Depreciation	14	1.7	0.8	1.0	0.8	0.6	0.6	1.2	1.4	4	
Amortization and Depletion	15	0.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0	
Pensions and Other Deferred Comp.	16	0.1	0.0	0.2	0.0	0.3	0.2	0.2	0.1	0	
Employee Benefits	17	1.0	0.2	0.7	0.5	0.4	0.2	0.3	0.6	1	
Advertising	18	1.5	2.1	1.2	0.5	0.7	1.0	0.4	0.3	1	
Other Expenses	19	15.0	31.6	19.5	12.3	10.7	12.8	8.4	11.0	13	
Officers' Compensation	20	2.2	1.2	5.5	3.4	3.1	1.7	1.9	1.9	2	
Operating Margin	21	2.7	0.2	5.7	3.5	1.5	3.1	3.1	4.7	2	
Operating Margin Before Officers' Comp.	22	4.9	1.4	11.2	6.9	4.6	4.8	4.9	6.5		
		Selected Financial Factors (in Percentages)									
Debt Ratio	45	61.0	•	68.4	57.2	45.4	68				
Return on Total Assets	46	13.7	•	31.8	13.6	8.8					
Return on Equity Before Income Taxes	47	29.6	•	93.9	29.0	13.7	16				
Return on Equity After Income Taxes	48	24.0	•	92.6	27.5	13.0	16				
Profit Margin (Before Income Tax)	49	6.1	15.3	6.2	4.9	3.5	3				
Profit Margin (After Income Tax)	50	4.9	14.9	6.1	4.6	3.3	3				



Troy Almanac

In print at the Central Library
Operational and Financial Ratios by Industry

US ECONOMIC CENSUS

- Updated every 5 years – (most current is 2012 data)
- Access through [American FactFinder](#)
- Sales/receipts by industry and geography
- Might be the most accurate sales figures for an industry in a given geography
- Statistically protects individual company information



**OFFICIAL 5 YEAR MEASURE
OF AMERICAN BUSINESS**

GENERAL BUSINESS GUIDEBOOKS

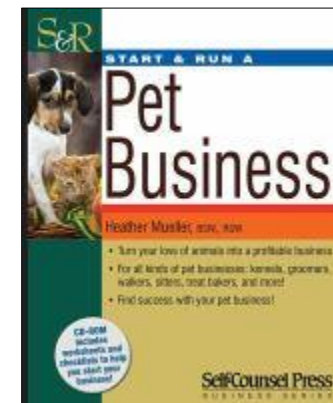
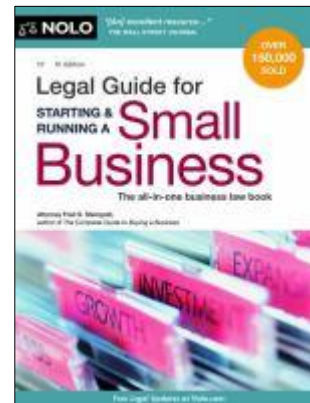
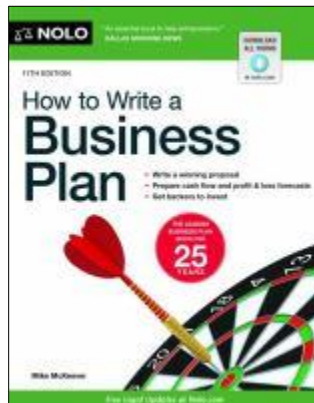
How to Write A Business Plan by Mike P. McKeever

Small Business Start-up Kit by Peri Pakroo,

Legal Guide for Starting & Running A Small Business by Fred Steingold

Start and Run a Pet Business by Heather Mueller (industry specific)

Management, marketing, accounting, guides and much more...



Dewey 658 and 340 – large sections, ask for help

MANY OTHER USEFUL RESOURCES



IF YOU ONLY REMEMBER ONE THING...

We answer questions

- Phone
- In-person
- Chat
- Email
- Referrals

<https://www.spl.org/ask/>
<http://www.kcls.org/ask/>



WE ARE HERE TO HELP!